COUNCIL OF ONTARIO UNIVERSITIES
CONSEIL DES UNIVERSITÉS DE L'ONTARIO

RECORD

Vol. 7 No. 1 February 2004

Meet the members of Council for 2003-2004

Ontario falling behind in productivity

Under-investment in universities cited as key factor in 10% "prosperity gap"

Ontario is less productive – and 10% less prosperous – than peer U.S. states because of a pattern of under investment by government, business and individuals that is trading tomorrow's prosperity for today's consumption, says an Ontario task force that monitors the province's economic performance against other North American jurisdictions.

And university education is a leading area in which such under investment is limiting our potential for productivity gains.

This is the conclusion reached by the Ontario Task Force on Competitiveness, Productivity, and Economic Progress in its second annual report, *Investing for Prosperity*, released in November 2003. Comprising leaders from business and academia, the government appointed Task Force was created in 2001 to stimulate productivity enhancing innovations in business, government and educational institutions through research and policy recommendations. The Task Force is chaired by Roger Martin, Dean of the Joseph L. Rotman School of Management at the University of Toronto.

"Ontarians are not investing enough of today's wealth for tomorrow's prosperity... Education is a perfect example."

Comparing Ontario to 14 major U.S. states and Quebec, the report finds that Ontario is substantially less effective than peer jurisdictions in adding economic value to its human, social and physical capital. Though endowed with comparable resources, Ontario generates less prosperity because its spending, both public and private, is weighted in favour of *immediate consumption* (for example, the provision of services such as health care and social programs) relative to investments that increase *future productivity*, such as university education.

"Ontarians invest in the right things and almost to the same level as those in our peer groups," states the report. "But as investment requirements grow and become more sophisticated, we opt not to invest any more." Instead, we "begin to consume the fruits of past investments," while our peers in more competitive economies continue to invest. Latest findings from 2001 show that Ontario's pro-consumption spending choices have resulted in a 10% prosperity gap relative to our U.S. counterparts.

"We come up 10% short of our peers on prosperity, mainly because our investments stop 10% short of theirs," says Task Force Chair Roger Martin.

The 10% gap represents a shortfall of $4,118 in GDP per capita.

University Education Investments Show Important Weaknesses

The report notes: "Ontario has traditionally kept pace with the peer states' investment in primary and secondary education.... Our investment per capita also matches peer state investment in college education.... But at the important leading edge of investment in [university] education, particularly graduate degrees, governments, students and donors invest less and we get lower productivity."

Findings show that while Ontario's postsecondary investments have grown at a moderate rate over the past decade, support for universities has fallen far below U.S. levels – to the point where Ontario currently spends only half as much on university education as the peer states. Between 1995 and 1999, the U.S. out-invested Ontario by

"We are losing out on the potential of those who fall short of their educational potential."

a margin of 2 to 1 on a per capita basis. Per student investments during the same period averaged $31,227 in the U.S. against $18,334 in Ontario – an annual differential of $12,893 per student. (Comparisons were made after adjusting for purchasing power parity.) This "dramatic" investment gap is widening, warns the report.

Closing the Prosperity Gap

Investing for Prosperity concludes that to achieve higher productivity, Ontario must "break out of the under-investment trap" reflected in our "widening bias towards consumption rather than investment in government spending."

Closing the 10% prosperity gap would represent a significant economic improvement for the average person in Ontario. The Task Force calculates that the average household would gain approximately $6,600 in annual, after-tax disposable income – enough to put home ownership within reach of many. The

"Our productivity and prosperity trail the peer group because we under-invest."

federal and provincial governments would collect an estimated $17 billion from Ontario taxpayers each year, without raising taxes, to fund health care and social programs more adequately than they can today.

Investing for Prosperity may be viewed at www.competeprosper.ca.

TD Bank Financial Group

In a Topic Paper dated January 22, 2004, the TD Bank Financial Group examines the "fantastic value of a post secondary education" and says that it "is simply too good to pass up." Visit the COU web site (www.cou.on.ca) for a copy of the paper.

Market demand drives 10-year goal to double graduate enrolment

Canada-wide, labour market demand for graduates with master's and doctoral degrees exceeds the Canadian supply. The demand continues to grow as all jurisdictions strive to increase their innovation, competitiveness and prosperity.

Ontario students are available and willing to meet that demand. Ontario's undergraduate student population – already Canada's largest – is growing fast, and research shows that a higher than historical proportion of

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these students are motivated to pursue graduate education.

Ontario is in a position to develop one of the most highly skilled and educated work forces in North America. The only limitation on meeting the market demand for advanced education has been, and continues to be, the capacity of Ontario universities to accommodate increased graduate enrolment. To support the aspirations of employers and students, the Ontario university sector must virtually double its graduate enrolment capacity within a decade.

Demand Will Continue to Rise

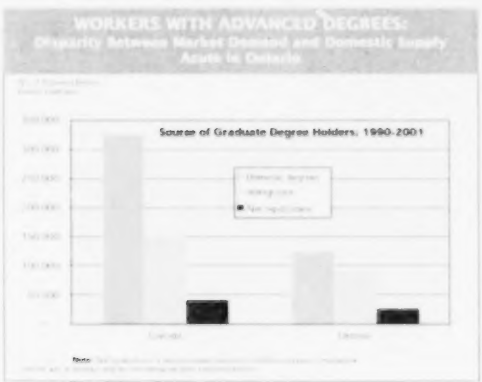
A recent Statistics Canada study shows that the proportion of knowledge workers in the labour force has increased steadily over the past three decades, across all sectors of the economy – almost doubling from 1971 to 2001. **Employment of advanced degree holders increased by 65% between 1990 and 2002 – four times faster than the overall rate of growth in the Canadian labour market.**

This trend will only accelerate as the demands of the knowledge economy expand and the baby boom generation approaches retirement. Research by the COU Task Force on Future Requirements for Graduate Education in Ontario projects a dramatic rise in student demand for access to graduate programs between now and 2013:

	Master's Intakes	PhD Intakes	Total Graduate Enrolments
2002-03	11,700	2,300	34,110
2013-14	22,000	4,700	64,632

Graduate Production in Ontario Falls Far Short of Demand

Canadian universities in the aggregate, and Ontario's in particular, are not keeping up with this demand. Since 1990, the Canadian economy has employed many more graduate degree holders than Canada's universities are producing – approximately 200,000 more. The shortfall between market demand for advanced degrees and domestic supply is particularly acute in Ontario.

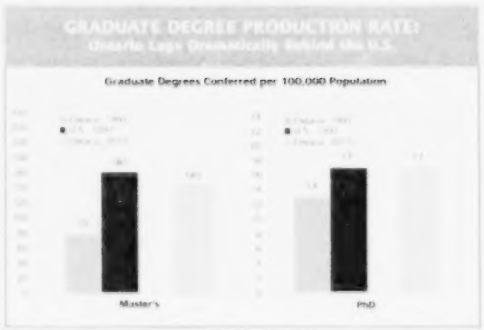

WORKERS WITH ADVANCED DEGREES:
Disparity Between Market Demand and Domestic Supply
Acute in Ontario
Source of Graduate Degree Holders, 1990-2001

Advanced Degrees and Ontario's Competitiveness

Several studies on Ontario's competitiveness have recently been undertaken by the provincial Task Force on Competitiveness, Productivity and Economic Progress, chaired by Roger Martin, and its research arm, the Institute for Competitiveness & Prosperity. The Martin Task Force has pointed to **under investment in university education, particularly at the graduate level, as a leading contributor to the 10% productivity gap between Ontario and peer states in the U.S.** (*see lead story*). Research by the Task Force and Institute has also determined that fully 21% **of Ontario's urban prosperity gap – the shortfall in GDP per capita in urban areas – is overwhelmingly attributable to lower levels of graduate degree production.**

Recognizing that societal and economic growth, prosperity and competitiveness will be dependent on expanding the supply of advanced degree holders, Canada's federal innovation strategy calls for a 5% increase per year throughout the decade in the admission of master's and PhD students at Canadian universities. Because Ontario has traditionally contributed more than its population share of graduate degrees, an increase in Ontario graduate enrolment in the range projected by the COU Task Force – that is, a doubling of its current capacity – would be needed to sustain the federal growth targets.

Even with such a dramatic increase in enrolments, however, Ontario will still trail the U.S. in the production of the advanced degrees that are wanted and needed in today's knowledge economy. As the chart below shows, Ontario's projected enrolments for 2013-14 are still substantially below, or just at par with, U.S. graduate production rates *in 1997*. Given the likelihood that U.S. production rates will continue to rise during the next 10 years, even a 100% increase in Ontario's production falls short of what is needed to eliminate the gap.



Investing in Graduate Education: Quality and Cost Issues

In November 2003, the COU Task Force on Future Requirements for Graduate Education in Ontario released a report, *Advancing Ontario's Future Through Advanced Degrees*, examining the delivery of master's and doctoral programs in today's high demand market. The report offers a preliminary analysis of the costs associated with a doubling of graduate enrolment. These costs include full funding for some 30,000 additional students, new operating and capital funds to hire professors and build/equip the necessary instructional facilities, and a doubling (at least) of the number of graduate scholarships currently available.

Excellence in graduate education is achieved by providing an intensely challenging intellectual environment that brings together the best minds for learning, inquiry and research. Ontario's graduate programs meet the measure of excellence. For several decades now, every program in the province has *exceeded* an acceptable threshold level of academic quality, thanks to the rigorous quality appraisal process of the Ontario Council on Graduate Studies – the longest continually operating external quality assurance agency in the world.

These standards are Ontario's guarantee of competitiveness and must be protected for the future.

The report concludes that careful work will be needed to ensure appropriate resourcing and co-ordination among the various funding sources involved, especially at the federal and provincial levels.

Nevertheless, given the certainty that Ontario will reap a competitive

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Ontario university graduates enjoy high employment rates, fifth-annual survey confirms

For the fifth consecutive year, the results of the Ontario University Graduate Survey show that university graduates do exceptionally well at getting jobs. The 2002-03 survey looked at those individuals who graduated in 2000 from undergraduate university programs in Ontario six months and two years after graduation.

The surveys, conducted by the Ontario Universities' Application Centre (OUAC) on behalf of COU under a contract with the Ministry of Training, Colleges and Universities, found the following:

- The overall employment rate for graduates of Ontario undergraduate degree programs was **96.1%** two years after graduation, and **95.9%** six months after graduation.
- Their average annual salary was **$42,774** two years after graduation, and **$37,191** six months after graduation.
- Two years after graduation, **85.1%** of graduates employed full time considered their work either "closely" or "somewhat" related to their university education, while six months after graduation **80.6%** felt the same.

Of the 45,803 graduates who were surveyed, 13,493 or **29.5%** responded, either online or by returning a hard copy form to OUAC.

The survey results closely match Statistics Canada findings, which consistently report that university graduates enjoy the highest employment rates and average personal incomes of graduates from all post-secondary education sectors.

Survey highlights are available on the COU web site (www.cou.on.ca).

University research success stories multiply

Universities performed 29.5% of Canada's R&D in 2000, compared to 13.9% in the U.S. "Canada depends more on universities, as a source of innovation, than any other G7 country," confirms the Prime Minister's Advisory Council on Science and Technology. Upwards of 40% of Canada's university-based research is performed in Ontario.

The widely diverse research activities of Ontario's universities embrace every dimension of inquiry from science and technology to the arts, social sciences and humanities to address the great questions and challenges of our day. Much of this critical work is made possible through the support of Canadian and Ontario taxpayers.

COU has released two publications (in 2002 and 2003, with a third scheduled for spring 2004) that offer an exciting view into the pioneering research that is underway in Ontario universities thanks to provincial and federal investment. Under the series title *A Sampling of Success Stories* (available at www.cou.on.ca), these booklets demonstrate that Ontario is conducting some of the most competitive research in the world. A few examples hint at the breadth of innovation on Ontario's campuses:

- Developing more efficient ways of collecting solar energy by mimicking the energy-generating process of photosynthesis used by plants (Brock).
- Improving the integrity and privacy of information as it travels over the Internet (Carleton).
- Safeguarding genetic diversity in endangered habitats (Guelph).
- Keeping older people driving safely, longer, to maintain an independent, active and rewarding lifestyle (Lakehead).
- Bringing health services to remote rural areas (Laurentian).
- Advancing the use of gene therapy for the prevention, diagnosis and treatment of cancer, inflammatory diseases, and infectious diseases (McMaster).
- Understanding the brain structures of learning and memory, with possible applications for understanding degenerative diseases such as Alzheimer's and Parkinson's (Nipissing).
- Establishing one of the most powerful Nuclear Magnetic Resonance (NMR) imaging facilities in the world to keep Canadian researchers on the cutting edge of one of the best analytical technologies ever developed (Ottawa).
- Making prostate cancer cells more receptive to chemotherapy (Queen's).
- Reducing the experience of stigma for youth recovering from a first episode of schizophrenia (Ryerson).
- Easing traffic congestion (Toronto).
- Developing a robotic system capable of providing high-volume, low-cost DNA sampling and profiling (Trent).
- Revolutionizing the future of cryptography through quantum computing (Waterloo).
- Reducing the loss of life and property damage caused by severe weather and earthquakes (Western).
- Preserving records of the past by collecting, researching and documenting oral stories from representatives of fading cultures (Wilfrid Laurier).
- Developing new engineering technologies to increase the competitiveness of Canada's automotive industry (Windsor).
- Tracking and predicting the transmission patterns of diseases such as SARS, anthrax, HIV, malaria and West Nile virus (York).

Former Waterloo President honoured with Smith Award

At a dinner held in Toronto on October 16, 2003, the third annual David C. Smith Award for Significant Contribution to Scholarship and Policy on Higher Education in Canada was presented to James Downey, immediate Past President of the University of Waterloo and former Chair of COU.

The David C. Smith Award celebrates the distinguished contributions of the late Dr. Smith to scholarship and policy in higher education. To further broaden awareness of issues in higher education and of the relationships between public policy and higher education, each year's recipient is invited to deliver a lecture on a subject related to the theme of the award. At the 2003 dinner following the presentation of the award by Rev. Mary Smith (Dr. Smith's widow), Dr. Downey delivered a lecture entitled Schools Are Us, which can be found on COU's web site (www.cou.on.ca).

COU Chair Richard Van Loon (left) congratulates award recipient James Downey.

The dinner was attended by Dianne Cunningham, Minister of Training, Colleges and Universities from 1999 to 2003, Deputy Minister Kevin Costante, a number of special guests and members of Council.

Past Smith Award winners are David Cameron, Chair of the Department of Political Science at Dalhousie University, and J. Robert S. Prichard, President and CEO of the Torstar Media Group, former President of the University of Toronto and former Chair of COU.

Bank of Canada Governor David A. Dodge receives OPAS Visionary Award

Bank of Canada Governor David A. Dodge receives the OPAS Visionary Award from Carol Stephenson, Chair of the OPAS Board of Directors.

The Office for Partnerships for Advanced Skills (OPAS) named David A. Dodge, Governor and Chair of the Board of Directors, Bank of Canada, as the recipient of its 2003 Visionary Award.

Dr. Dodge, an internationally recognized leader in economics and finance, was presented with the award and delivered his address at Carleton University on November 17, 2003. Following an introduction by Carleton President Richard Van Loon, Dr. Dodge presented his address, *Global Challenges, Canadian Opportunities*, sharing his views on the need for greater economic globalization and the importance of private/public sector collaboration. In the latter regard, he thanked OPAS for its work in promoting partnerships between industry and universities.

Carol Stephenson, Chair of the OPAS Board of Directors and Dean of the Richard Ivey School of Business at the University of Western Ontario, presented the award to Dr. Dodge before an audience of students, faculty and invited business and government leaders. The 2003 seminar, the seventh in an annual series presented by OPAS and its university partners, was broadcast live and by simultaneous webcast to a record number of 30 Canadian universities at 25 locations across nine provinces.

Dr. Dodge's address is available on the OPAS web site (www.opas.partnerships.com).

Conference highlights role of universities in sustaining regional economies

Toronto was the site of a November 25, 2003 conference on *Investing in Learning Communities: Collaborating to Compete in the Knowledge Economy*, hosted by the Ontario Competitive City Regions (OCCR) Partnership and the Canadian Urban Institute.

The federal/provincial OCCR group is a partnership of Human Resources Development Canada, Industry Canada, Ontario's Ministry of Economic Development and Trade, and Ontario universities, represented by COU and the Office for Partnerships for Advanced Skills (OPAS).

The conference highlighted the vital role of universities in sustaining a region's economic viability. The event brought together leaders from the universities and colleges, the private sector, local government, and communities across Ontario and beyond to identify new strategies for transforming their regions through research, innovation and the development of human capital.

Keynote speaker was Roger L. Martin, Chair of the Ontario Task Force on Competitiveness, Productivity and Economic Progress, whose recent report, *Investing for Prosperity*, offers a trenchant analysis of the reasons behind the 10% prosperity gap between Ontario and peer states in the U.S. (see *lead story*).

Several current and former university leaders were also featured at the conference. Among them were John Evans, formerly with the University of Toronto and McMaster University, and now Chair of Torstar, the Toronto Research Alliance and MARS Discovery District; Bonnie Patterson, President of Trent University; Carol Stephenson, Dean of the Richard Ivey School of Business at the University of Western Ontario and Chair of the OPAS Board of Directors; and Dr. Mary Walshok, Associate Vice Chancellor of Extended Studies and Public Programs at the University of California in San Diego.

Chaired by University of Waterloo President David Johnston, the conference was attended by some 190 professionals.

COUNCIL UPDATES

Carleton President Richard Van Loon appointed new Chair of Council

On July 1, 2003, Richard J. Van Loon, former Vice Chair of Council and an active member of Council since 1996, assumed the role of Chair of the Council of Ontario Universities (COU).

In addition to his role as Chair of Council, Dr. Van Loon chairs COU's Executive Committee and is a member of the Working Group on University Capacity, the Working Group on University Research and the Standing Committee on Government and Community Relations. He also recently chaired its Task Force on Student Assistance.

Dr. Van Loon has a long and distinguished career in government and academia, spanning almost 30 years. He was appointed President and Vice Chancellor of Carleton University on August 1, 1996, and reappointed for a four-year term on August 1, 2001.

He has held a number of senior positions with the federal government. Prior to his appointment at Carleton, he was Associate Deputy Minister, Health Canada. Before that, he was Associate Deputy Minister of Indian Affairs and Northern Development. He has taught political studies at Queen's University and public administration at Carleton University and the University of Ottawa.

Dr. Van Loon received his bachelor of science degree in chemistry in 1961 and master of arts degree in political science in 1965 from Carleton University, and his PhD in political studies in 1968 from Queen's University.

Alastair Summerlee named President of the University of Guelph

Alastair J. Summerlee became the seventh President of the University of Guelph (U of G), effective July 15, 2003. It was the first time in the University's history that an internal candidate was appointed to the presidency.

Dr. Summerlee, whose career as a scholar, professor, researcher and administrator spans nearly 30 years, joined the University in 1988 as a professor in the Department of Biomedical Sciences. He was named Associate Dean of the Ontario Veterinary College in 1992, Dean of Graduate Studies in 1995, Associate Vice-President (Academic) in 1999, and Provost and Vice-President (Academic) in 2000.

Dr. Summerlee, who has continued teaching while holding administrative positions, was awarded a prestigious 3M Teaching Fellowship in June 2003 for outstanding leadership in teaching, education and academic program development. He is the only U of G professor to earn the honour while serving as an administrator, and is the first president-elect in Canada to be named a 3M Fellow. He was also recognized with a Distinguished Professorial Teaching Award from the U of G Faculty Association in 1991.

His research in biomedical sciences is also acclaimed internationally, attracting significant financial support. He is published extensively and has been invited to lecture at universities and colleges around the world. He holds a BSc, BVSc and PhD from the University of Bristol in the U.K. and is a member of the Royal College of Veterinary Surgeons.

Dr. Summerlee succeeds Dr. Marcheterre Rozanski, who is now President of Rider University in New Jersey.

Dennis Mock named Interim President of Nipissing University

Dennis Mock began his one-year term as Interim President and Vice-Chancellor of Nipissing University on August 1, 2003.

Dr. Mock, who has an extensive background in senior-level university administration, was President of D. Mock and Associates, a consulting firm servicing the postsecondary education sector. Prior to this, Dr. Mock's career spanned some 31 years at Ryerson University, where he served as Chair of the Geography Department from 1979-87, Executive Assistant to the Vice-President, Academic from 1987-88, Registrar from 1988-89, Acting President from 1990-91, and Vice-President, Academic from 1989-2000.

Dr. Mock was instrumental in providing leadership during many profound changes at Ryerson. He also represented the University on two province-wide committees, the College-University Consortium Council and the Nursing Education Implementation Committee. He holds a bachelor's degree from the University of Western Ontario, and a master's degree and PhD from the University of Toronto.

He succeeds Dr. David Marshall, who is now President of Mount Royal College in Calgary.

New Training, Colleges and Universities Minister meets with Council representatives

On November 12, 2003, Executive Heads of Ontario universities participated in their first meeting with the new Minister of Training, Colleges and Universities, Mary Anne Chambers. Although these are early days for the new government, Executive Heads were impressed by the Minister's familiarity with key issues such as tuition offset funding, and encouraged by her recognition of the need to act quickly on several fronts.

Executive Heads also welcomed the opportunity to acquaint the Minister with the many issues associated with rising enrolments, such as maintaining educational quality for growing numbers of students in a restrained fiscal climate. Minister Chambers indicated that she was looking forward to touring university and college campuses and planned to begin province-wide visits early in 2004.

COU welcomes members of new government caucus at December reception

On December 3, 2003, COU hosted a reception for members of the provincial government caucus. COU Chair Richard Van Loon and COU President Ian Clark were on hand to welcome MPPs, including Mary Anne Chambers, Minister of Training, Colleges and Universities.

The reception featured a large information exhibit addressing three broad themes: university investment and quality issues in the context of growing enrolments and jurisdictional competitiveness; the importance of doubling graduate enrolments within 10 years; and university research success stories.

Council hosts two international delegations

September 8, 2003: COU hosted a working luncheon with a delegation of 16 German university presidents and rectors and three representatives of the New York-based organizing group, the German Academic Exchange Service. Topics discussed included issues related to federal and provincial legislation, best practices and centralized applications processing.

October 15, 2003: COU hosted a delegation from China of approximately 20 senior-level university officials. The meeting involved discussions on Council's interactions, research at Ontario universities, graduate education and quality issues at Ontario universities.

Educational conference on "end of life" care

On November 6 and 7, 2003, the Associated Medical Services (AMS) and the Council of Ontario Faculties of Medicine (COFM) presented the fifth annual AMS-COFM conference, entitled *Bringing Back the Humanity: Teaching How to Care. Spotlight on Excellence in End of Life Care Education.* The 2003 Toronto conference focused on the current state of education in "end of life" care in the undergraduate, post-graduate, continuing education and faculty development settings.

2003 edition of *COU Briefing Notes* now available

COU recently published the 2003 edition of the *Council of Ontario Universities Briefing Notes*, which presents an overview of key issues in the university sector. All sections of the guide are updated and revised on an annual basis. It can be viewed online at www.cou.on.ca.

DOUBLE GRADUATE ENROLMENTS (continued from page 3)

return on investment in future productivity and prosperity, the report calls on the provincial government to establish the 10-year goal of doubling graduate enrolments at Ontario universities. It further recommends that the government move immediately to full funding for graduate enrolments, and that work begin on developing a detailed plan for increasing graduate enrolments in the next five years.

Advancing Ontario's Future Through Advanced Degrees is available on the COU web site (www.cou.on.ca).

RECORD

COUNCIL OF ONTARIO UNIVERSITIES
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Conseil des universités de l'Ontario

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Carleton University
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Department of Geography and Environmental Studies

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Vice Chancellor

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Dr. Richard Van Loon
President and
Vice Chancellor

University of Guelph
Dr. Alastair Summerlee
President and
Vice Chancellor

Lakehead University
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Listing of Committees Associated with the Council of Ontario Universities (COU)

The following is a list of standing committees and their members who help make it possible for the Council of Ontario Universities to achieve its objectives.

STANDING COMMITTEES

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Carleton University

Vice Chair
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Brock University

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Dr. Lorna Marsden (*ex officio*)
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Dr. Ian Clark (*ex officio*)
President, COU

Secretariat
Ms. Sue West
Secretary to Council

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President
Brock University

Members
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Chair, Presidential Advisory Committee on Status of Women
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Mr. Mark Haley
Assistant Vice President (Human Resources)
McMaster University

Mr. Dan Pletzer
Manager, Student Counselling and Special Needs Services
Nipissing University

Dr. Alan Sparkes
Department of Sociology
Nipissing University

Ms. Mary Margaret Dauphinee
University Advisor on Equity
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Dr. Janet Lum
Politics and
Public Administration
Ryerson University

Mr. Kelvin Andrews
Race Relations and Anti-Racism Initiatives Officer
University of Toronto

Ms. Karen Roland
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University of Windsor

Dr. Gill Teiman
Special Assistant to the President (Equity)
York University

Secretariat
Ms. Jennie Piekos
Research Associate

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Brock University

Dr. Huguette Blanco
Director, School of Commerce and Administration
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McMaster University

Dr. William Leggett
Principal
Queen's University

Dr. Claude Lajeunesse
President
Ryerson University

Dr. Paul Davenport
President
University of Western Ontario

Dr. Richard Van Loon (*ex officio*)
President
Carleton University

Dr. Ian Clark (*ex officio*)
President, COU

Secretariat
Ms. Arnice Cadieux
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Public Affairs

Standing Committee on Management

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President
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Dr. Paul Davenport
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Dr. Ian Clark
President, COU

Secretariat
Ms. Sue West
Secretary to Council

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Principal, University College
University of Toronto

Dr. Kathleen McCrone
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Dr. Ian Clark (*ex officio*)
President, COU

Secretariat
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